

SUPPORTING E-COMMERCE AS A MARKETING COMPANY

Diyah Ruri Irawati
STMIK Jakarta STI&K
E-mail: ruri@jak-stik.ac.id

ABSTRACT

Electronic Commerce (e-Commerce) is very supportive in promoting, developing a company. With e-commerce will be able to provide a feasibility for the management of processing resources used. Among these resources, e-commerce is in the process of marketing management support to achieve goals. It dikarenakan e-commerce can change the type of services that previously had to come directly to an institution intended or via phone, but now the service is on-line at any time, wherever located so that it can facilitate in handling all transactions. E-commerce with the company management is very closely related, since e-commerce play a role here as a means of supporting the marketing to convey information to achieve goals.

Keywords: Management, e-commerce, Marketing, Marketing Strategy, Market Segmentation.

